5/23/84

1984 BENSON & HEDGES MEDIA TEST

TRADING AREAS	ESTIMATED EXPENDITURES ($)	#INS/MTHS Supps	# INS/MTHS ROP Pages	# INS/MTHS ROP 600 Lines	SUB TOTAL Pages & 600 Lines	# INS/MTHS ROP USSPI	# INS/MTHS ROP Ethnic	TOTAL ROP	# INS/MTH OUTDOOR 30 Sheet	Ethnic	Other
Seattle (6I0)	589,268.	8	8	13	21	11	9	41	3	-	3
Lubbock (5K0)	104,202.	-	8	13	21	--	9	30	3	2	-
Fresno (7D0)	129,435.	-	8	13	21	11	-	32	3	2	-
Shreveport (5G0)	115,129.	-	8	13	21	--	9	30	3	2	2
Total	938,034										

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Source: https://www.industrydocuments.ucsf.edu/docs/kpdm0004